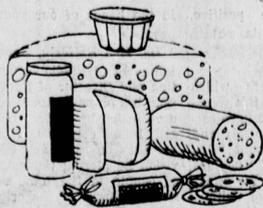




**Old Fashioned Delicatessen**

Our delicatessen cases are full of aromatic food guaranteed to please even the most discriminating epicurean. Try Magic Chef's delicious cold plate meats, assorted salads, cheeses and Kosher foods.



**DELICIOUS CORNED BEEF**  
**\$2.29** lb.  
 reg. \$2.69

**RICH, HEARTY BAKED BEANS**  
**39c** lb.  
 reg. 49c

**NUTLIKE FLAVOR SWISS CHEESE**  
**98c** lb.  
 reg. \$1.19

MAGIC CHEF carries only U.S.D.A. inspected poultry heavy with meat so tender it falls away from the bone when done. Our poultry is broiled, breaded and plumped—it's always sumptuous eating!

ALL PURPOSE DETERGENT

**GIANT TIDE**  
**59c** save 18c

U.S.D.A. GRADE 'A' CHICKEN

**FRESH FRYERS**  
**28c** lb.  
 whole body



VEGETABLE JUICE  
**V-8 COCKTAIL**  
**33c** save 6c  
 jumbo 46 oz. can

U.S.D.A. Inspected Chicken—Whole Legs or Breasts—Tender, succulent fresh chicken. Yumml  
**FRYING CHICKEN PARTS 59c**

U.S.D.A. "Choice" Beef—Whole or Point Cuts. (Also Beef Brisket, flat cut, 98c lb.) **Delicious! 79c**

**BONELESS BEEF BRISKET**

Lean, tender, meaty ribs. Barbecue or broil them in spicy sauce. Try ribs with sauerkraut.  
**COUNTRY STYLE SPARE RIBS 69c**

U.S.D.A. "Choice" Beef—Center Cut—Top with a can of mushroom soup and bake slowly.  
**SEVEN BONE STEAK or ROAST 49c**

U.S.D.A. "Choice" Beef—Braise in consommé or onion soup. Flavor with bay leaf or thyme.  
**O-BONE SWISS STEAK 69c**

U.S.D.A. "Choice" Beef—Shoulder Cuts—Fork-tender and juicy. Roast with vegetables.  
**BONELESS BEEF ROAST 79c**

This extra lean chuck is ground hourly. Try it as meat loaf, hamburgers, meat balls or patties.  
**FRESH GROUND CHUCK 59c**

EASTERN GRAIN FED

**PORK LOIN ROAST**  
**59c** lb.  
 full 7 rib portion



U.S.D.A. INSPECTED CHICKEN

**CUT-UP FRYERS**  
**35c** lb. also split

Frozen—Dieter's delight. Serve with cottage cheese, fruit and salad. Bag of 10, 1 1/4 oz.  
**KOLD KIST BEEF STEAKS \$1.09**

Kold Kist, Frozen—Perfect for juicy, flavorful steak sandwiches. Package of 4 steaks, 3 oz.  
**BUTTERED BEEF STEAKS 65c**

Sliced—(Also 2-lb. pkg., sliced thick or thin, \$1.59). Crisp and always good. 1 pound pkg.  
**HORMEL RED SHIELD BACON 79c**

Jones Dairy Farm—Superbly yet subtly seasoned little sizzlers for breakfast. 1 pound pkg.  
**PORK LINK SAUSAGE 99c**

EASTERN GRAIN FED

**LARGE LOIN PORK ROAST**  
**69c** lb.



U.S.D.A. "CHOICE" BEEF

**CHUCK STEAK**  
**43c** lb. blade cut

**Gourmet Sea Foods**

Frozen—Serve with tartar sauce or lemon. 14 oz.  
**4 Fisherman Fishsticks 65c**

Frozen—Flavorful, easy meal for busy days. 14 oz.  
**4 Fisherman Fish Krisps 65c**

Fresh—Pan fry or make into a rich, hot casserole.  
**Fillet of Ocean Perch 69c lb.**

Frozen, fancy center cuts. Broil in butter & lemon.  
**Swordfish Steaks 89c lb.**

U.S. NO. 1 ALL PURPOSE

**RUSSET POTATOES**  
**10** lb. cello bag **37c**



THICK MEAT, LARGE

**BELL PEPPERS**  
**2** lbs. **25c**

NEW CROP, OCEAN SPRAY

**CRANBERRIES**  
**29c**

SWEET, JUICY

**PERFOR GRAPES**  
**25c**

DEL AMO SHOPPING CENTER CORNER OF HAWTHORNE & SEPULVEDA

**MAGIC CHEF**



**Assignment TV**

By **TERRENCE O'FLAHERTY**

"Psycho," the sick Hitchcock thriller of several years back, was scheduled for CBS' Friday Night Movie for Young People recently but was hastily withdrawn, and the reasoning behind that decision is interesting.

A vicious murder of a young girl in the Midwest recently caused several CBS-affiliate stations in the area to cancel the film. (All films for network showing are pre-viewed on closed circuit for manager of the affiliate stations to see in advance.) The managers concerned felt the Hitchcock film—which features the stabbing of a young woman in a motel shower by a strange young man—came too soon upon the heels of the murder of Valerie Percy. CBS withdrew the film from the entire network but will reschedule it later—in between murders, presumably. You'll note the CBS did not entirely withdraw the film from public showing. This leads one to believe that the Columbia Broadcasting Systems feels guilty about past murders but not about blue-printing future ones.

It is being loosened by the people who produce such trash and by those who profit from its display. There's a very fine word—"responsibility"—that has somehow fallen out of the movie and television vocabulary. I wonder if public opinion will ever be strong enough to push it back in . . .

"PARIS MUST BURN" — the West German-made documentary based on the famous order of Adolf Hitler to burn Paris to the ground and the German general who refused to obey it—made an absorbing television hour.

I'm not inclined to believe anything about the Nazi period that comes out of either half of Germany today, but the facts seem to have been well documented in the recent book, "Is Paris Burning?"

When the national educational network decided to present the program, it didn't have the funds to dub in English voices. This was fortunate because the authenticity was enhanced by having the Germans speak German. The subtitles were almost illegible at times and were left on the screen so short a time they appeared to be almost subliminal. It was maddening but there was enough narration to carry over.

RIGHT UNDER the noses of the healthy citizens of this country (and they still outnumber the others 100 to 1), American films have become the most vicious and sadistic "entertainment" on earth. There is a great cry against the showing of intimate love scenes on television, but the same people will let their children watch the most vicious action dramas without batting an eye.

You can bet that an honest and tender love story like "Le Bonheur" will never get on TV because it shows two beautiful people embracing in the nude. But a bully beating up an old lady or a vicious killer stabbing a terrified girl is not only considered suitable entertainment by network executives but is deemed useful for selling products by the sponsors.

Somewhere there's a screw loose in our own machinery.

THE GI RADIO men who handle LBJ's traveling communications center have been requested to refer to him as "The President" or "The Boss" in the future, according to Newsweek Magazine. In their informal conversations in the past they have referred to him as "Clyde" or "The Great Cowboy."

Richard Rodgers is writing the music and lyrics for a 90-minute TV musical based on the George Bernard Shaw play "Androcles and The Lion" to be seen on NBC next year. Also from the Rodgers pen—a score for NBC's "Saturday Night Around the World"—a documentary on how people spend the most popular night of the week.

Charles Bickford will become a regular performer on NBC's "The Virginian" next season, filling space left by departure of Lee J. Cobb. He will play "a testy adventurer who buys the Shiloh Ranch from Judge Garth (played by Cobb) when the latter takes a job in Washington."

Storekeeper Seaman Appren, Joseph G. Brooks Jr., USN, son of Mr. and Mrs. Joseph G. Brooks of 1622 Acardia, has graduated from the Storekeeper School at the Naval Supply Schools, Newport, R.I.

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